



PTO/SB/21 (08-03) (AW 10/2003)

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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission 2

Application Number	10/688,018
Filing Date	October 17, 2003
First Named Inventor	David Myr, et al.
Art Unit	3623
Examiner Name	To Be Assigned
Attorney Docket No.	MAK-106US

**ENCLOSURES (Check all that apply)**

- |  |  |   |
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| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/Declaration(s)<br><br><input type="checkbox"/> Extension of Time Request<br><br><input type="checkbox"/> Express Abandonment Request<br><br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><br><input type="checkbox"/> Response to Missing Parts/<br>Incomplete Application<br><br><input type="checkbox"/> Response to Missing Parts under<br>37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><br><input type="checkbox"/> Power of Attorney, Revocation,<br>Change of Correspondence<br>Address<br><br><input type="checkbox"/> Terminal Disclaimer<br><br><input type="checkbox"/> Request for Refund<br><br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication<br>to Group<br><br><input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences<br><br><input type="checkbox"/> Appeal Communication to Group<br>(Appeal Notice, Brief, Reply<br>Brief)<br><br><input type="checkbox"/> Proprietary Information<br><br><input type="checkbox"/> Status Letter<br><br><input checked="" type="checkbox"/> Other Enclosure(s) (please<br>identify below):<br>Request for Corrected Filing Receipt<br>Return Receipt Postcard<br>Copy of Filing Receipt<br>Copy of Executed Declaration |
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**Remarks:****SIGNATURE OF APPLICANT, ATTORNEY OR AGENT**

Firm or Individual	Lawrence E. Ashery	Registration No. (Attorney/Agent)	34,515
Signature			
Date	March 22, 2004		

**CERTIFICATE OF TRANSMISSION / MAILING**

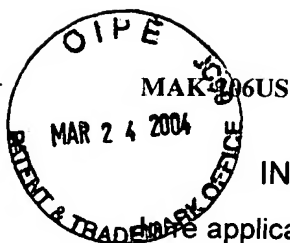
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

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Name (Print/Type)	Lawrence E. Ashery
Signature	
Date	March 22, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, ALEXANDRIA, VA 22313-1450.

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: David Myr, et al.

Serial No.: 10/688,018

Group No.: 3623

Filed: October 17, 2003

Examiner: To Be Assigned

For: System and Method for Profit

Conf. No.: 4397

Maximization in Retail Industry

**Filing Receipt Corrections**  
**Office of Initial Patent Examination**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

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1. Attached is a copy of the official filing receipt received from the PTO in the above application for which issuance of a corrected filing receipt is respectfully requested.

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and/or  
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**Error in**

1. ☒ Applicants' names
2. ☐ Applicant's address
3. ☐ Title
4. ☐ Filing Date
5. ☐ Serial Number
6. ☐ Foreign/PCT Application Reference
7. ☐ Other

**Correct data**

1. Eugene Grechanovsky  
Yuri Kazarinov
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

3. No fee is due.

RatnerPrestia  
P. O. Box 980  
Valley Forge, PA 19482-0980  
(610) 407-0700

Respectfully submitted,

Lawrence E. Ashery, Reg. No. 34,515

**CERTIFICATE OF MAILING (37 CFR 1.8a)**

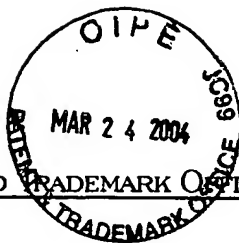
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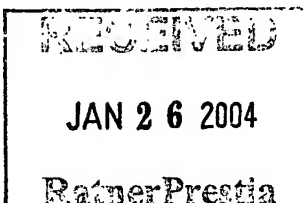


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APPL NO.	FILING OR 371 (c) DATE	ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
10/688,018	10/17/2003	3623	583	MAK-106US	14	42	1

CONFIRMATION NO. 4397

23122  
 RATNERPRESTIA  
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## FILING RECEIPT



\*OC000000011729725\*

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Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

David Myr, Jerusalem, ISRAEL;  
 Eugene Grechenovsky, Jerusalem, ISRAEL; Eugene Grechanovsky  
 Yud Kornado, Ashdod, ISRAEL; Yuri Kazarinov

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 01/21/2004

Projected Publication Date: To Be Determined - pending completion of Corrected Papers

Non-Publication Request: No

Early Publication Request: No

\*\* SMALL ENTITY \*\*

Title

System and method for profit maximization in retail industry

Preliminary Class

705

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Title 35, United States Code, Section 184  
Title 37, Code of Federal Regulations, 5.11 & 5.15**

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MAK-106US

MAR 24 2000

# Declaration and Power of Attorney For Patent Application

## English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM AND METHOD FOR PROFIT MAXIMIZATION IN RETAIL INDUSTRY, the specification of which is attached hereto unless the following box is checked:

☐ was filed on \_\_\_\_\_ as  
United States Application Number or PCT International Application Number \_\_\_\_\_  
and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)

Priority Not Claimed

_____	_____	_____	<input type="checkbox"/>
(Number)	(Country)	(Day/Month/Year Filed)	
_____	_____	_____	<input type="checkbox"/>
(Number)	(Country)	(Day/Month/Year Filed)	

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below.

_____	_____
(Application Number)	(Filing Date)
_____	_____
(Application Number)	(Filing Date)

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

(Application Number)

(Filing Date)

(Status - patented, pending, abandoned)

(Application Number)

(Filing Date)

(Status - patented, pending, abandoned)

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Robert L. Andersen	Reg. No. 25,771	Lawrence E. Achory	Reg. No. 34,515	Daniel N. Calder	Reg. No. 27,121
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Costas G. Krikellis	Reg. No. 28,028	Benjamin E. Loozo	Reg. No. 33,412	Christopher R. Lowie	Reg. No. 36,201
Bruce M. Monroe	Reg. No. 33,602	Andrew L. Ney	Reg. No. 29,300	Kenneth N. Nigon	Reg. No. 31,549
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Robert P. Seifter	Reg. No. 24,856	James C. Simmons	Reg. No. 24,842	Jonathan H. Spadt	Reg. No. 45,122
Christopher M. Gpletzer	Reg. No. 52,240	Frank Tlac	Reg. No. 50,370	Stephen J. Weed	Reg. No. 48,202
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Address all telephone calls to: Lawrence Ashery at (010) 407-0700.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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Inventor's signature

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Second Inventor's signature

Eugene Grochanovsky

Date

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Citizenship Israel

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Additional inventors are being named on separately numbered sheets attached hereto.

Full name of third joint inventor, if any (given name, family name) Yuri Kasarin

Third inventor's signature [Signature]

Date

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